



The Business Voice

October 2016

Ready Or Not, It's Time To Start Thinking About The Holidays

I've already seen a few holiday decorations in some of the larger retail businesses when I was in "the City" earlier this month. One of my friends posted on her Facebook wall that she has seen Christmas commercials playing on the television. For me, I feel like the holidays are already here because my friends wants to plan a "girls' day" for Christmas shopping.

For many retail businesses, the holidays are expected to be the biggest selling time of the year. Last year, 2015, Thanksgiving and Black Friday set new (online) sales records with \$1.33B and \$2.4B spent. These numbers are only expected to rise for 2016. ([Source](#)).

For many retail business owners, running a business leaves little time to prepare and plan for the holiday rush. All is not lost, you still have time to get every aspect of your business ready to reap the most benefit from the upcoming holiday season. The more you do now to ready your business for holiday shoppers, the more profits you'll reap by the end of this year. Here are a few things to think about in the coming days and weeks.

Make sure your staff is "product knowledgeable" and well prepared to best represent your products and services.

Before you open your doors for business, take a moment to walk around your store and look at your business with the eyes of a customer. Remember to take notes as you walk around. This will be very helpful to you.

Create gift packages of your products, place stocking stuffer items near your cash register and create gifts for long time customers. When all is said and done, the businesses that succeed during the holidays are the ones that have relevant products, smart gift ideas and take the time to treat their customers with a "less than crazed" holiday shopping experience.



Featured Member:



Living Well Home Care, LLC – Helping Seniors Live Safely and Happily at Home

Living Well Home Care, LLC was created because owner Sara Poepsel Miller saw a huge need for services for seniors in our community who wanted to remain in their homes, but needed a little extra help to do so. Too often, families were being stretched to provide these services to their loved ones or the elderly were simply going without, putting them at risk for injury or illness that would land them in the hospital.

With her previous experience in the senior healthcare industry and as a successful business owner, Poepsel Miller knew she couldn't pass up the opportunity to serve seniors in the Harlan and Shelby County area. "My passion is helping seniors and I feel very blessed to be able to help them with a goal we all have: to age in place, at home," Poepsel Miller said.

Living Well Home Care started operations this summer, providing both personal care and home maintenance services to seniors in their homes. "At Living Well, our purpose is to help seniors remain at home as long as they are able and we do everything we can to make that possible," explained Poepsel Miller. We can help with personal cares such as bathing, dressing, toileting and medication management, as well as, helping around the house with light housekeeping, laundry, meal planning and preparation and transportation."

Another very important service offered is respite care. "Too often, caregivers drain themselves caring for their loved ones and their own health suffers as a result, said Poepsel Miller. "We can come in and lighten that burden, giving caregivers a much-needed break."

Hiring Living Well is simple and easy. Physician referrals are not needed to receive services and no contracts for minimum amount of services are required. Living Well also provides services well beyond the standard 8-5 working day: coverage is available 24/7 for those who need help in off-hours.

Living Well accepts private pay and long term care insurance and will help clients navigate through the maze of paperwork that insurance companies require. The rate for services is reasonable and affordable: prices range from \$15 to \$20 per hour depending on what is required and the time of day.

"I am happy to offer these services to the seniors in Shelby County and the surrounding area," Poepsel Miller said. "We live in such a wonderful community and this is just one more way that people can continue to not only live here, but to thrive here."

To find out more about Living Well Home Care and their services, please call 712-579-8416 or look them up on Facebook at [Living Well Harlan](#).

Do You Have A New Member To Refer Or Anyone Who Has Moved Into The County?

[Email Carol](#)

SCCCI Mission Statement To create a climate of opportunity for business growth, economic development, and a high standard of living throughout Shelby County.



Shelby County Trick or Treat

Saturday, October 29

Harlan Community Middle & High Schools: Trunk or Treat: 5:00 p.m. - 7:00 p.m.

Sunday, October 30

Earling: 4:00 p.m. - 6:00 p.m.

Portsmouth: 5:00 p.m. - 7:00 p.m. They will have a haunted jail in the Portsmouth City Hall Building

Monday, October 31

Elk Horn: 5:00 p.m. - 7:00 p.m.

Harlan: 5:30 p.m. - 7:30 p.m.

Irwin: 5:30 p.m. - 6:30 p.m.

Shelby: 5:00 p.m. - 8:00 p.m.

Westphalia: 5:30 p.m.—7:00 p.m.

Harlan Golf & Country Club: 4:30 p.m. - 6:00 p.m.

Salem Lutheran Homes, Elk Horn: Costume Contest Party, 7:15 p.m. - 8:00 p.m.



Small Business Saturday - November 26, 2016

Chamber Members! Please provide your Small Business Saturday promotion and sales information to the Chamber by Friday, November 18 to be included in a special "Did You Know" email promotion on Wednesday, November 23. You can email your information to [us](#) or drop the information by our office, 1901 Hawkeye Avenue.

The Chamber has a limited amount of "Shop Small" promotional merchandise available to our members. Call, 712-755-2114 or [email Carol](#) to find out what is available and we will deliver them to your business.



Chamber Gift Certificates

The holiday gift giving season will be here soon. Are you wondering what to buy that hard to shop for person on your holiday gift list? The Shelby County Chamber of Commerce & Industry has an answer – Chamber gift certificates. Chamber gift certificates are a wonderful gift for employees, teachers, coaches, friends and family. Gift certificates can be purchased in any denomination and used throughout Shelby County. There is no minimum purchase required. All major credit cards, checks and cash accepted.

Certificates are easy to purchase. On our [website](#), call the office 712-755-2114, [email](#) or stop by and see us.

Each gift certificate expires after six months from the date of issue.

Looking For A Unique, Fun Job Opportunity?

HELP WANTED
Shelby County Chamber of Commerce & Industry
MEMBERSHIP &
EVENT COORDINATOR

Position Function: This position supports, coordinates and oversees various membership programs and events for the Shelby County Chamber of Commerce and Industry (SCCCI) located in Harlan, IA. The individual is responsible for all administrative aspects of membership support, new member recruitment, event/program pre-planning, inter-departmental coordination, registration/collection, communications and marketing coordination, on-site execution and post-event wrap-up and evaluation. This position interacts with chamber members, community partners and leaders, vendors, prospective members and elected officials on a regular basis.

Position Requirements:

- Exceptional Customer Service Skills
- Excellent written and verbal communication skills
- Enjoys being out in the business community and interacting with community leaders
- Detail oriented with strong organizational skills
- Flexibility with schedule
- Understanding, knowledge of social media as a business tool
- Excellent knowledge of the MS Office Suite software
- Ability to lift and maneuver 25 lbs.

If you would like to join a fast paced, growing entity in Shelby County please forward a copy of your resume and cover letter to:

 **1901 Hawkeye Avenue,
Suite 101
Harlan, IA 51537**

Make Some Noise In Shelby County

Schedule your ribbon-cutting, business after hours, and open house event today!

Ribbon-cutting, business after hours, and open house events are great ways to publicly thank your customers and talk about your products and services.

If you are a Shelby County Chamber of Commerce & Industry member, we can help with your event. We will:

Send out an email to Ambassadors, Board and Chamber members inviting them to attend; Help promote your event; Announce your event in our weekly email "Did You Know", in our monthly newsletter "The Business Voice, and on our Facebook page; Provide the "giant scissors" and ribbon at the event; Publish the photo on our Facebook page and in the next edition of our monthly newsletter, "The Business Voice".

If you have additional questions or would like to schedule an event, call us today, 712-755-2114.

Upcoming Events

Harlan Harvest Fest

The Land of Fairytales, Saturday, October 29. Parade starts at 10:00 a.m. Come join us for: cookie decorating, face painting, games, scary story time, human and pet costume contest, pumpkin decorating, craft fair, street market vendors and a haunted house. Harlan Theatre will be showing "The Angry Birds Movie" at 12:30 p.m. for \$1. Trick or Treating at the businesses 2:00 p.m. - 2:45 p.m. All on the Historic Downtown Square, Harlan

FarmTable Procurement & Delivery Open House & Cash and Carry

Friday, November 4, 4:00 p.m. - 7:00 p.m. and Saturday, November 5, 10:00 a.m. - 2:00 p.m. at their Harlan warehouse, 1901 Hawkeye Avenue. Come taste samples, get recipes, meet local farmers and purchase local items at wholesale prices.

Brown Bag Lunch Program Museum of Danish America

The Modern Danish Military
Thursday, November 10, 12:00 p.m.
Bro Dining Room

Holiday Open House and Recipe Walk

November 3, 4 & 5, Historic Downtown Square, Harlan

9th Annual Forgotten Art - The Artists

Saturday November 5
10:00 a.m. - 3:00 p.m.
ThinkSpace IT, Harlan

Small Business Saturday and Holiday Lighting,

Saturday, November 26
Historic Downtown Square, Harlan

Have a special event coming up? Let us know about it. Contact the Chamber office at 712-755-2114 or [email](#) Carol with your event information.

Contact Us: Give us a call at 712-755-2114 or [email](#) us for more information about becoming a Chamber member.

Welcome New SCCCI Members

Variety Distributors, Inc., 609 7th Street, Harlan, IA 51537. Joined October 13, 2016

SCCCI Membership Renewals

Gene Gettys * Elm Crest Retirement Community * Mrs. C's Home Décor * Camblin Plumbing & Heating
Iowa Community Kitchen * Schumacher Family Chiropractic * 4 Seasons Travel
Shelby County Farm Bureau Financial Services * Pexton Pharmacy * Kwik-RX Pharmacy
Panama Transfer * Shelby County Extension & Outreach * Farm Credit Services of America

Article Submissions

We are looking for content from Chamber members about your business that would be interesting to others, providing us with valuable and useful information. Tell us something new or some interesting bit of information about your industry and how to use your products and services.

Articles should be informative, non-promotional, and should not be a commercial intended to steer readers to use your product or service before competitors.

You have a full page, so we are looking for articles of 300 to 500 words. Photos of your business are encouraged. Please submit your article and photos to [Carol](#). Our editorial committee (Todd and Carol) will review all submissions. We reserve the right to edit articles and to schedule them according to the needs of the publication.

Deadline: The second Friday of the month. Please make sure to include your company's contact information.



Open House

The Elm Crest Senior Living Apartment

Open House

Friday, October 14.

Club Level Members

Platinum Plus Club Members

City of Harlan

Harlan Industrial Foundation

Harlan Municipal Utilities

Myrtue Medical Center

Shelby County

Shelby County State Bank

Platinum Club Members

Conductix-Wampfler

Monogram Prepared Meats, LLC

Gold Club Members

Essentia Protein Solutions

FMCTC

Farmers Trust & Savings Bank

Midstates Bank

Silver Club Members

Elm Crest Retirement Community **Panama Transfer**

Variety Distributors, Inc.

Bronze Club Members

The Agency, Inc. **CDS Global** **Counsel Office & Document**

Cyclone Lanes **Fareway Stores, Inc.**

Harlan Golf & Country Club **The Harlan Tribune**

Hy-Vee **Keast Motors** **Terry Knapp Real Estate**

KNOD Radio Station **EJ Leinen - State Farm**

Molded Products **Nishnabotna Valley REC**

Pitts Family & Sports Chiropractic Center, PC

Smitty Bee Honey, Inc. **Subway** **Town & Country Credit Union**

**2016-2017
Chamber Board
Members**

President
Dave Tyrrel
Molded Products

Vice-President
Shawn Brown
Hy-Vee Foods

Treasurer
Kevin Campbell
Shelby County State Bank

Past President
Brent Scheve
The Agency

Board Member
Tracee Gettys
Elm Crest Retirement
Community

Board Member
Janell Hansen
Marne & Elk Horn Telephone
Company

Board Member
Steve Kenkel
Shelby County Board of
Supervisors

Board Member
Denny Siemers
Town & Country
Credit Union

Chamber Staff

Todd Valline
Executive Director

Ed Hendley
Information Technology
Manager

Carol McHugh
Administrative Assistant

**Did
you
know?**

[Applications](#) for the Shelby County Women's Conference Scholarship are now available. **Deadline is January 31, 2017.**

The Chamber has changed the format of our weekly informational email "Did You Know". To save time and space, we have switched over to using quick links (hyperlinks), which will take you directly to our events calendar, our media and file center, or the event Facebook page. All Chamber members already receive this weekly email. If you know someone who would like to receive this weekly email, please contact [Carol](#) at the Chamber office or via our [website contact form](#).

Want to find out more about Shelby County? Visit our [website](#) and check us out on [Facebook](#) (when you do, make sure to like us).

**[Applications](#) for the Shelby County
Women's Conference Scholarship are
now available. Deadline is
January 31, 2017**

**October Blue Zones
Project Recipe**

For more recipes, [click here](#).



Autumn Coleslaw

Ingredients:

- ½ cup coconut milk
- 1 ½ tbsp. honey
- 3 tbsp. olive oil
- 2 tsp. apple cider vinegar
- ½ lime, juice and zest
- 1 tbsp. sage, chiffonade
- 1 medium butternut squash
- 1 medium yam or sweet potato
- 1 summer squash
- 1 head red cabbage
- 1 red onion
- 2 tbsp. chopped parsley leaves
- 1 ½ tsp. cinnamon
- Kosher salt and freshly ground black pepper

Directions:

In a large mixing bowl, whisk coconut milk, honey, olive oil, vinegar, lemon juice and season with salt and plenty of freshly ground black pepper. Cut the butternut squash in half, separating the bulb from the neck. Cut the bulb in half to form two bowls. Clean out seeds and rub with olive oil, salt and pepper. Place in 400 degree oven and roast until squash is tender. Set aside.

In the meantime, peel neck of butternut squash, peel yam and summer squash. If available, use a robot-coup with shredding attachment to cut all squash into julienne. Thinly shred cabbage and thin slice red onion. Toss all vegetables together with chopped parsley, sage, and coconut dressing. Serve in roasted squash bowls.

Source: Daniel Dennis, Culinary Instructor, Kirkwood Continuing Education & Chef de Cuisine for The Class Act Restaurant

Yields: Serves 6

Per Serving: 288 calories, 12 g. fat, 55 mg. sodium, 6 g. fiber, 4 g. protein



Sponsored by





Shelby County Chamber of Commerce & Industry

Festival of Trees

December 1 – 4, 2016

Shelby County Chamber of Commerce & Industry Atrium

1901 Hawkeye Avenue, Harlan, IA

The Shelby County Chamber of Commerce & Industry is pleased to announce our inaugural Festival of Trees celebration beginning on Thursday, December 1, during the Chamber Holiday Open House and wrapping up on Sunday, December 4, 2016 at the Chamber office, 1901 Hawkeye Avenue, Suite 101, Harlan.

All entries are for sale through a silent auction. All auction proceeds will be donated to Shelby County Community Outreach and West Central Community Action.

If you are interested in decorating and donating a tree, fill out the [form](#) and return it to the Chamber via mail, [email](#) or stop by our office, 1901 Hawkeye Avenue, Suite 101, Harlan, IA 51537.



Event Info

For additional information on community events, please visit our [events calendar](#).

November 2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 All Saints Day Rusty's Shoe Repair 70 th Anniversary - Harlan Iowa Community Kitchen Meal – Harlan MMC Public Health Flu Vaccinations - Harlan	2 Grief Classes – Woodbine & Harlan	3 Holiday Open House – Downtown Harlan	4 Holiday Open House – Downtown Harlan Open House & Cash and Carry – FarmTable, Harlan	5 Recipe Walk – Downtown Harlan 9 th Annual Forgotten Art – The Artists, ThinkSpace IT, Harlan Open House & Cash and Carry – FarmTable, Harlan
6 Veteran's Breakfast – Veterans Memorial Building, Harlan	7	8 Iowa Community Kitchen Meal – Harlan	9 Grief Classes – Woodbine & Harlan Fall Flower Basket Class – Floral Elegance & Unique Gifts, Harlan	10 Brown Bag Lunch Program – Museum of Danish America	11 Veteran's Day – Chamber Office Closed	12 Turtle Exhibit – Nishna Bend Nature Center City of Shelby Fall Event Open House at Veteran's Memorial Auditorium – Harlan "Surviving the Holidays" Seminar/Support Group - Harlan
13 World Kindness Day	14	15 SCCC Board of Directors Meeting Iowa Community Kitchen Meal – Harlan	16 Grief Classes – Woodbine & Harlan Autumn Beauty Floral Centerpiece – Floral Elegance & Unique Gifts, Harlan	17	18	19 National Adoption Day
20 Shelby County Historical Society Program – "Growing up on a Turn of the Century Farm" - Harlan	21 World Hello Day	22 Iowa Community Kitchen Meal – Harlan Shelby County 2016 Holiday Harvest Market - Harlan	23	24 Thanksgiving – Chamber office closed	25 Family Day - Chamber office closed JuleFest – Elk Horn St. Peter's Country Fest – Defiance	26 Small Business Saturday/Holiday Lighting JuleFest – Elk Horn
27	28 French Toast Day	29 Iowa Community Kitchen Meal – Harlan	30	Notes:		

December 2016						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Festival of Trees – Chamber Atrium	2 Festival of Trees - Chamber Atrium	3 Festival of Trees - Chamber Atrium
4 Festival of Trees - Chamber Atrium SCCO Pancake Man Breakfast – Harlan Shelby County Historical Society Program - Annual Christmas Sing- a-long - Harlan	5	6 Iowa Community Kitchen Meal – Harlan	7	8	9	10 Christmas Open House Secret Serenity Salon & Day Spa - Harlan Christkindlesmarkt - Irwin
11	12	13 Iowa Community Kitchen Meal – Harlan	14 Winter Delight Floral Centerpiece – Floral Elegance & Unique Gifts, Harlan	15 Brown Bag Lunch Program – Museum of Danish America	16	17
18	19	20 SCCC Board of Directors Meeting Iowa Community Kitchen Meal – Harlan Shelby Co 2016 Holiday Harvest Market - Harlan	21 Winter Solstice Bonfire – Museum of Danish America	22	23	24
25	26 Christmas Holiday SCCC Office Closed	27 Iowa Community Kitchen Meal – Harlan Christmas Holiday SCCC Office Closed	28 Christmas Holiday SCCC Office Closed	29 Christmas Holiday SCCC Office Closed	30 Christmas Holiday SCCC Office Closed	31